

National Preparedness Month 2011

This September: A Time to Remember. A Time to Prepare.

National Preparedness Month is the Federal Emergency Management Agency's (FEMA) annual campaign to encourage Americans to take steps to prepare for emergencies in their homes, schools, organizations, businesses, and communities. National Preparedness Month is sponsored by FEMA's *Ready* Campaign in partnership with the Citizen Corps, FEMA's grassroots strategy to bring together government and community leaders to involve all citizens in emergency preparedness planning. The goal for this September's National Preparedness Month is to turn awareness into action by motivating all Americans to make and practice an emergency plan. FEMA relies on federal, state, and local partnerships and its Coalition Members to help bring this call to action to all communities throughout the U.S. The pet community will play a key role in National Preparedness Month.

National Preparedness Month Coalition

Sign up to be a National Preparedness Month Coalition Member! Coalition Membership is easy, free, and important and is open to all individuals, businesses and organizations. Register your department at community.fema.gov. As a member, you'll have access to tons of information and ready-to-use templates and messaging, including the ability to connect with the thousands of other members across the country. Help us encourage everyone to sign up at community.fema.gov. Here are a few easy ways to participate as a Coalition Member:

Leverage Existing Events

Participate in events and meetings that already exist within your community, through your local ASPCA or Humane Society chapter. Whether it's offering to talk about pet preparedness at their meetings or asking local pet stores to distribute pet preparedness materials, tapping into something that is already planned and scheduled is a great way to reach members of your community. Be sure to post your preparedness activity at community.fema.gov to help others in your community find you.

Host an Event, Meeting, or Workshop

Host an event, such as a preparedness workshop, day, or fair. Host a pet preparedness work shop at a local dog park. Ask your local Pet store to host a "build your own pet preparedness kit" day or host a video contest at a school, asking student pet owners to make pet preparedness videos. This is also the perfect time to host a practice drill or exercise which may include coordinating with your local fire department or first responders. Be sure to post your preparedness activity at community.fema.gov.

Be Part of a Much Larger Event or Initiative

Individuals want to be part of something bigger. For example, September 11th is now an annual day of service and this year will mark the ten year anniversary of the terrorist attacks. Since fire and EMS were a critical part of the 9/11 response, you might consider doing a preparedness event for this year's annual day of service. Be sure to post your event both on 911dayofservice.org and community.fema.gov so people in your community can find you.

Spread the Preparedness Message

Include preparedness messaging in existing forms of communications, such as emails, websites, blogs, social media, newsletters, and even as bill stuffers. Once you're signed up as a Coalition Member, you will have access to ready-to-use messaging that you can use or customize.

The Pet and Animal Community's Involvement

Pets, Livestock, and Animals are important parts of our lives and communities. You know firsthand how important it is to make sure everyone is prepared for an emergency, including those who have pets and livestock. We ask you to join the national preparedness effort as a [Coalition Member](#). Here are a few ideas for how you can make a difference by bringing preparedness to your community:

- ✓ **Engage Your Community.** This National Preparedness Month is a great time to engage your community about the importance of including pets and animal considerations in preparedness planning.
- ✓ **Host a Drill or Exercise.** Hosting a drill or exercise is a great way to involve your organization or community. For example, we've seen great examples of local K-9 search and rescues teaming up with their local fire and police departments to host a drill or exercise, which got local attention and promoted a whole community approach towards preparedness.
- ✓ **Encourage Your Organization to Host a Pet Preparedness Day.** A preparedness day is a great way to inform everyone about preparedness. The day could feature presentations from local emergency responders or volunteers that pass out information to pet and animal owners.
- ✓ **Launch a Preparedness Initiative or Effort.** Encourage your organization and community to launch a preparedness initiative. This is the perfect time to motivate organizations to take the necessary steps towards emergency preparedness.

Available Resources

- ✓ Community.fema.gov. Join us as a National Preparedness Month Coalition Member where you will have access to ideas and ready-to-use messaging, including press releases, posters, graphics, web banners, social media messaging, articles, best practices from 2010, and much more.
- ✓ Ready.gov/Pets. Ready has resources such as checklists and different information tailored to pet preparedness.
- ✓ Readyclassroom.DiscoveryEducation.com/FamilyPet. Discovery Education provides engaging digital resources to schools and homes with the goal of making educators more effective, increasing student achievement, and connecting classrooms and families to a world of learning.
- ✓ Usda.gov. The USDA's "Disaster and Drought Assistance" page helps inform rural communities how to better prepare for disasters.
- ✓ RedCross.gov/Pets. The American Red Cross has information and resources on pet preparedness.
- ✓ CitizenCorps.gov. Citizen Corps is a national network of state, local, and tribal Citizen Corps Councils who work to bring preparedness programs and carry out local strategies to involve government, community leaders, and citizens in all-hazards preparedness and resilience.
- ✓ ReadyRating.org. The American Red Cross Ready Rating Program helps organizations take the necessary steps to become prepared to respond to and successfully withstand a disaster and other emergencies.
- ✓ ShakeOut.org. Across the country, states are participating in this earthquake drill. Check the site to see if there is a ShakeOut coming to your community.
- ✓ GreatHurricaneBlowout.org. The Great Hurricane Blowout is lead by the Federal Alliance for Safe Homes, Inc., or FLASH, to help families get ready for hurricane season. Check the site for future events happening in your community.

For more information and ideas, contact NPM@fema.gov.